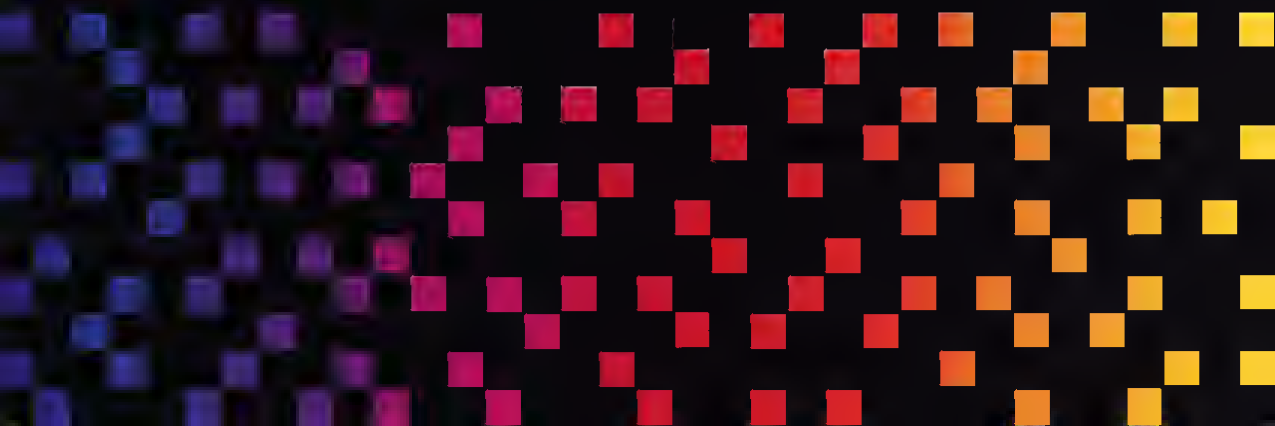
THE NEW CINEMATRONICS CORPORATION



Expanding The Frontiers of Excitement!

The New CINEMATRONICS Corporation has been expanding the frontiers of excitement for more then ten years! Now, equipped with fresh ideas, a hot new game system and the aggressive drive to excel, we stand ready to emerge as the new industry leader.

In Tune With Today's Market.

Thinking in terms of today's market and reacting to it is what puts CINEMATRONICS out in front. The days when players would line up before any game just to play are long gone and it's the industry leader that's staying in touch with this more selective and sophisticated market. By pushing heavily into areas of research and development, the new CINEMATRONICS offers you that chance you've always wanted.

The chance to achieve higher returns with easier changeovers.

The chance to get those quality hits that earn, and earn, and earn — without going broke buying them.

CINEMATRONICS offers you those chances, backing them up with some of the best engineers, programmers, game designers and artists that the industry has to offer.

Concern For The Market.

At CINEMATRONICS, we have a genuine concern for today's market. A concern for the distributors, the operators, the players and the industry as a whole.

For distributors and operators, it's the need for true value for money spent. By interfacing with you on a personal level, discussing your needs and listening to your input, we've developed our exciting new CINEMAT SYSTEM*. A sensibly priced system with quality games that will give you greater earning potential and a faster return on your investment.

For players, it's the need for better quality games. Games that are easy to learn and play, but difficult to master. Games that offer challenge and excitement. Games that offer value for every coin that's dropped into the slot.

Improving The Market.

In line with our goal to meet the industry's needs, we have established a limited system of authorized CINEMATRONICS distributors. Consisting of the top distributors in the industry, all authorized CINEMATRONICS distributors are well known for their dedication to the amusement business and their individual reputations for service and commitment to their operators.

CINEMATRONICS' unique ability to efficiently build to market demands eliminates product close-outs, a practice that has done nothing but harm our industry. No longer will you have to worry about price reductions after you buy, or be forced into the uncertainty of taking a chance on a close-out after player interest has peaked. You'll always know what to expect from CINEMATRONICS.

In addition to our stable pricing policy, we've also re-stated our commitment to the industry by maintaining a first-class customer service department. By making sure downtime is minimal, we help you keep those machines up and earning.

We've also expended our research and development departments, placing a heavy emphasis on developing the types of products that will fill the needs of the operator in today's market.

The Incredible New CINEMAT SYSTEM*

The Low Cost System With All The Features Of More Expensive Systems . . . And Then Some!

At a time when the market is asking for better return on investment, CINEMATRONICS is proud to announce the introduction of our new CINEMAT SYSTEM*. Designed for today's market with the idea of giving operators the best investment value and profit potential for their money, the CINEMAT SYSTEM* is a long lasting and reliable, action-packed hardware system capable of easy, low-cost conversions.

Applications of New and Existing Technology Mean Real Savings and a Better System.

In designing the new CINEMAT SYSTEM*, our engineers developed a unique application of new and existing technology. By increasing the efficiency of existing components as much as 25%, we were able to develop a system that uses fewer parts, which in turn allows for a smaller circuit board, lower manufacturing costs and greater reliability. The results are faster action, special graphic effects and higher resolution previously available only with more costly, sometimes unproven systems.

Twice as Much as Before.

The CINEMAT SYSTEM* allows twice as much to be accomplished on the screen as before by employing a unique multi-plane video technique. This technique allows the system to produce special effects such as background scrolling in any direction, at any angle and at any speed.

In addition to these many advancements, the CINEMAT SYSTEM* also features extensive onboard diagnostics and bookkeeping functions. The diagnostic section allows operators to check video system functions including processor RAM, PROM, and video memory. Failures in these areas are indicated by a video display with the location of the suspect part also shown, enabling the technician to quickly make repairs. Bookkeeping functions include a coin count for each

coin mechanism and a special resettable coin counter which indicates coin and dollar intake. Average game duration and distribution of play time are also shown through the use of a bar graph display. This information allows the operator to gauge the skill of his market and adjust the game's difficulty level accordingly for maximum profit.

Add to this unlimited color combinations, almost 30% higher screen resolution, and hi-fi sound with headphone capability and you have quite a system.

Game Conversions That Make Sense.

As with the hardware, CINEMAT* game conversions are low cost and easily interchangeable. New games consist of a ROM package (and control panel where necessary) for easy, in-field conversions at a cost far below that of a dedicated game.

With heavy emphasis on research and in-house game development, CINEMATRONICS has embarked on a program to develop a multitude of new, quality games to ensure that the CINEMAT SYSTEM*, isn't a pipe dream filled with empty promises. The hot, action-packed space game, CERBERUS*, is only the first in a long line of winners from the strong library of CINEMATRONICS-developed titles soon to follow.

With the new CINEMAT SYSTEM*, the industry has a truly convertible system designed for greater flexibility and game versatility, available at a price that makes real sense.

Available only from the authorized CINEMATRONICS distributor in your area.

CINEMATRONICS

EXPANDING THE FRONTIERS OF EXCITEMENT

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